

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of

STEPHEN D. DENTEL,
MICHAEL D. WHITMARSH,
JOHNATHAN R. VOGT
and KIRSTEN W. WISDOM

HP Docket No. 10992740-1

Serial No. : 09/629,254

Group Art Unit 3625

Filed : July 31, 2000

Examiner Jeffrey A. Smith

For : SYSTEM AND METHOD FOR FACILITATING THE
PURCHASE OF COMPATIBLE PRODUCTS

Assistant Commissioner for Patents
Washington, D.C. 20231

OFFICIAL

FAX RECEIVED

Sir:

OCT 09 2002

DECLARATION OF STEPHEN D. DENTEL

GROUP 3600

I, Stephen D. Dentel declare as follows:

1. I, along with Michael D. Whitmarsh, Johnathan R. Vogt and Kirsten B. Wisdom, am an inventor who, on July 31, 2000, filed the above-identified application. At the time of such invention, we were all employees of Hewlett-Packard Company.

2. Prior to December 21, 1999, the filing date of the application from which U.S. Patent No. 6,363,359 issued to Gronemeyer et al. matured, we conceived of our invention, and reduced our invention to practice, as demonstrated by presentations at least as early as October 11, 1999, evidenced by Exhibit 1, which is attached to this declaration. Exhibit 1 contains pages from a presentation dated October 11, 1999 documenting the development of the invention prior to December 21, 1999.

3. Exhibit 1 d monstrates an online shopping system that automatically forwards customers to relevant vendors by using peripheral interrogator technology to detect the manufacturer and model of the customer's system components, ensuring that only vendors with compatible products are presented. Customers are then able to use a single function to automatically order the correct product from one of the vendors.

4. Exhibit 1 also demonstrates (1) a system and method for enabling a customer of a processor system to purchase a compatible product from a selection of vendors; (2) use of a peripheral interrogator to poll the operating system and associated drivers to determine the particular types of peripherals; (3) use of a system of intermediary servers to assist in communicating with product vendors; (4) transmittal of purchase requests without additional input from the customer; (5) a command element that initiates the peripheral interrogator functions through a single action by the customer; (6) examples of available products such as printer ink supplies; and (7) capability of notifying a customer of a need for products, such as "low ink" in the printer, and suggesting appropriate online vendors.

5. Presentations demonstrating the invention also were given to Amazon on August 27, 1999, Netscape on September 13, 1999, and to AOL on September 28, 1999.

6. Following our conception prior to December 21, 1999, we diligently worked toward creation of a commercial implementation of our invention. Such commercial implementation was constructed by Hewlett-Packard Company and AOL in early 2000 and was released for public use in August 2000.

7. I declare that all statements made herein of my knowledge are true and all statements made on information and belief are believed to be true. These

statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment or both under § 1001 of Title 18 of the United States Code. I understand that such willful false statements may jeopardize the validity of the application or any patent issuing therefrom.

Date: October 8, 2002


Stephen D. Dentel

Arches Architecture

Latest Design Approach 10/11/99



Expanding Possibilities

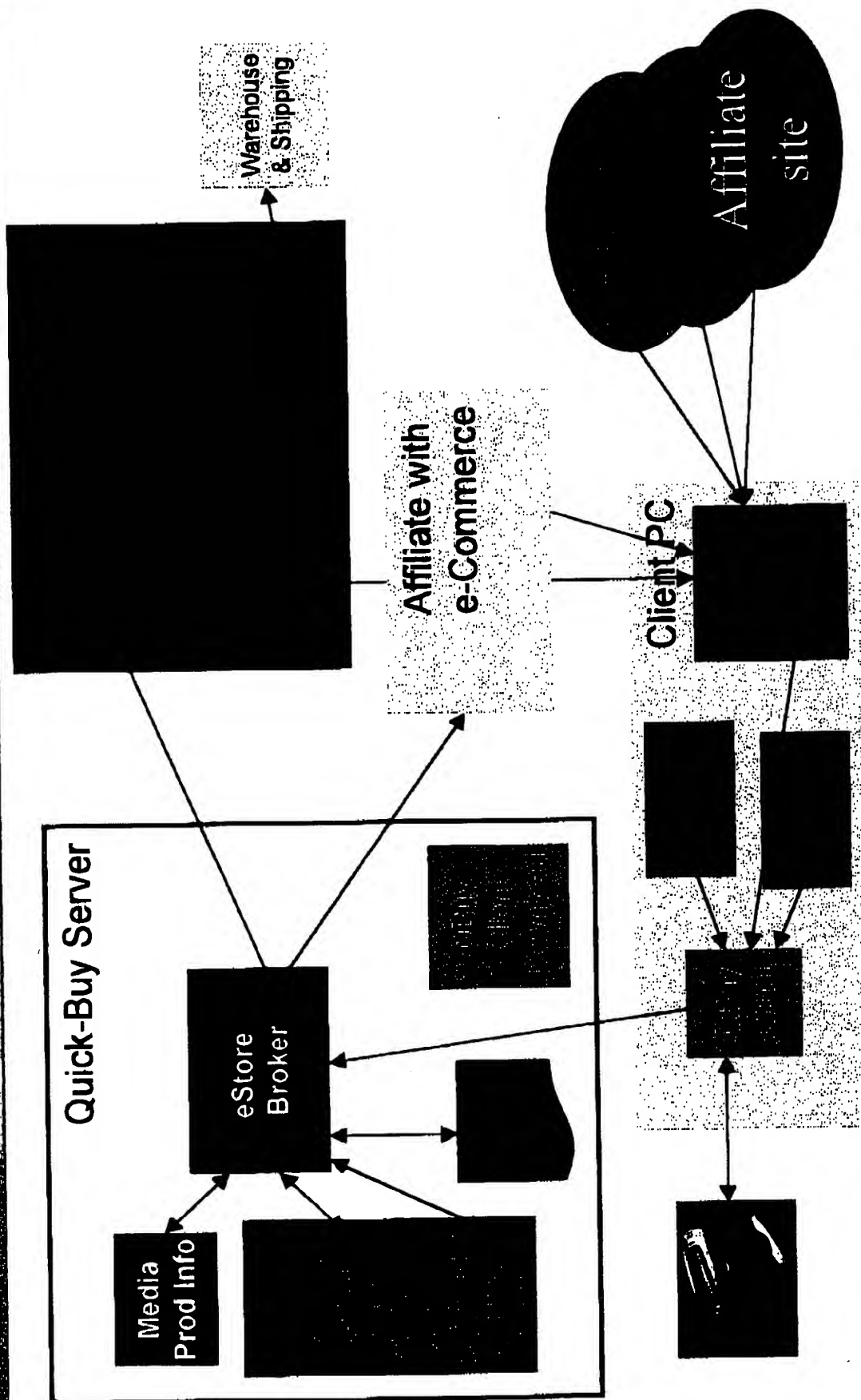
Hewlett-Packard Confidential

Exhibit 1

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Arches Architecture

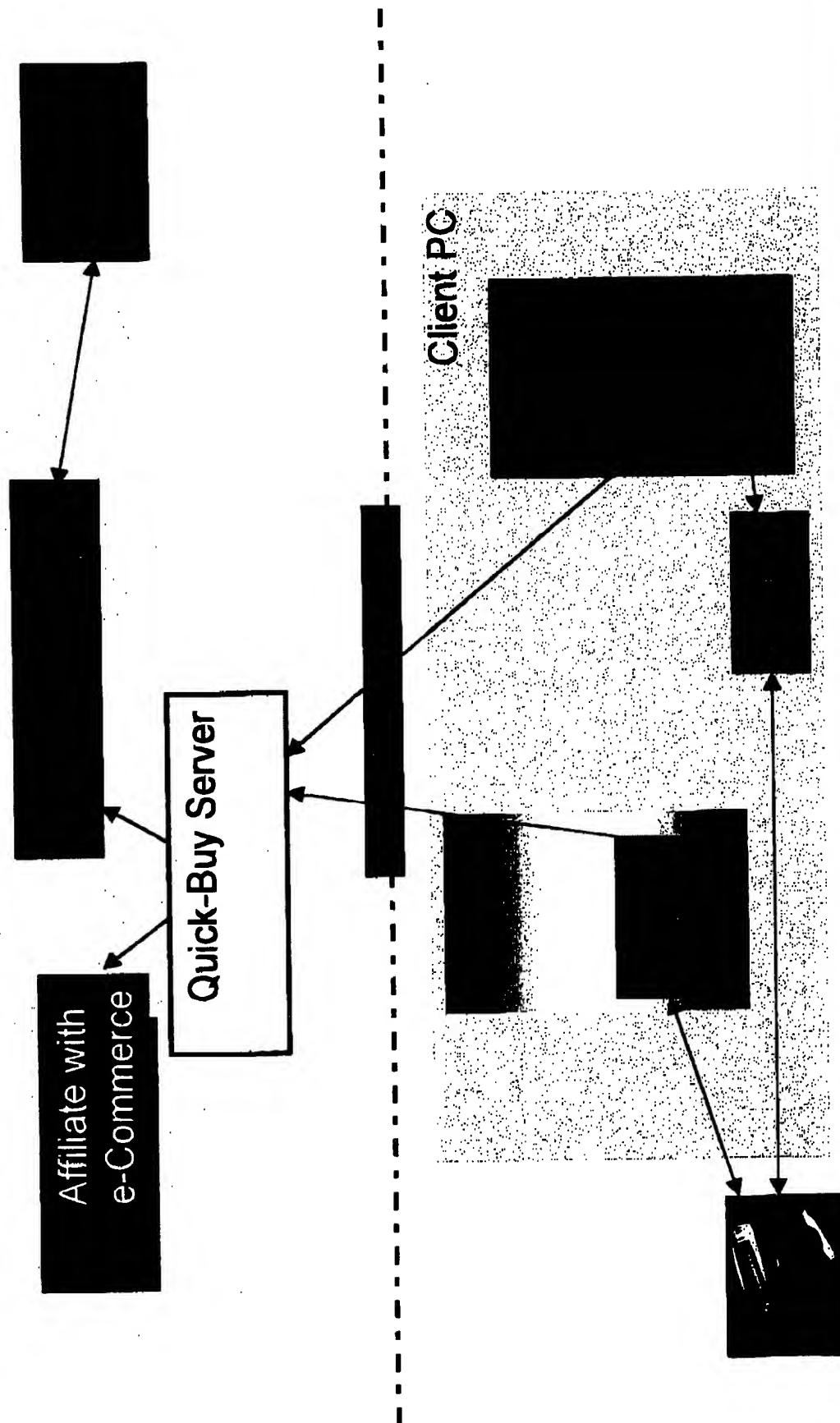
OLD block diagram



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Arches Architecture

block diagram



Abstract

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Arches Architecture

Component Descriptions



• Quick-Buy Button (QBB)

- Web-based buttons with specific context
 - Supplies for my printer
 - Media for this project
- Printer supplies context requires Qbuy client to determine printer model
- Media context *may* require Quick-buy server to provide part numbers to online store.

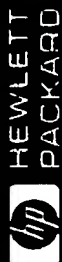
Qbuy Client

- Small client component that detects printer manufacturer and model, and builds a URL to the Quick-Buy Server with the appropriate information.

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Arches Architecture

Component Descriptions (continued)



Quick-Buy Server

- eStore Broker
 - ♦ Servlet that determines eStore to broker the sale to. Uses information passed in the URL, request type, and potentially the eStore selection UI to determine.
 - ♦ Builds the link to the eStore, and initiates.
- eStore Selection UI
 - ♦ For requests that do not specify eStore to broker deal to, a simple web-page is served to the user to allow them to select from the Quick-Buy compatible eStores.
- Media Product Information
 - ♦ For those links from a Quick-Buy button focused on media for a specific project, this object builds a list of part numbers in an XML file that can be referenced in the link to the eStore.

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Arches Architecture

Component Descriptions (continued)



• Quick-Buy Server (continued)

– Qbuy Client Download

- Quick-Buy server provides storage for the latest versions of the Quick-Buy Client, as well as the UI to download and install. An auto-update feature will be provided when possible.

– Databases

• eStore

- Affiliate eStore information including link capabilities, data needs, and potentially preferential status.

• Metrics

- Click throughs, access to peripheral data store, etc.

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Arches Architecture

Component Descriptions (continued)

• HP Quick-Buy eStore

- The Quick-Buy eStore is a Hewlett-Packard eCommerce site that is Quick-Buy enabled. It is a full-scale eStore with additional affiliate branding capabilities.
- eStore UI
 - The user interface for the store, includes the listing of supplies, the ability to select items for purchase, the forms for entering shipping and billing addresses, etc.
- Affiliate UI
 - The HP Quick-buy eStore also provides for affiliate branding. The AOL branded store is one example
- Order Tracking
 - Provide access to order status, shipping information, etc.
- Shopping Cart
 - Secure transactions, session management, etc.
- Support
- Fulfillment
 - Everything needed to get product into the customers hands.

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Arches Use Models



① VCD Low-ink Use model

- Driver dialog displays button to 'buy online'
- Quick-Buy Server brokers the sale
 - VCD bundling deals can set preferred eStore.
 - eStore Selection UI provides user choice of vendor.

AOL Print Dialog Use Model

- Button on AOL client print dialog (displayed every time user prints in AOL Client)

- eStore selected is the HP Quick-Buy eStore, with AOL branding, specifically for the users' printer model.

③ Web-based "Printer Supplies" Quick-Buy Button

- The button specifies the eStore to broker sale to, and the context (supplies or papers).

④ Web-based "Project Papers" Quick-Buy Button

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Arches Use Models

① VCD Low-ink



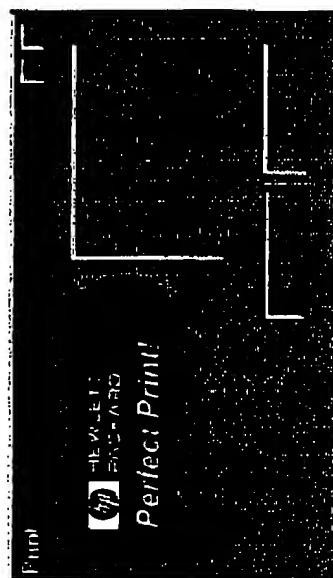
VCD Windows Driver displays low ink warning with a 'buy online' button.

- HP Quick-Buy Server determines eStore to broker the sale to based on
 - VCD Bundling deal (vendor set at install time)
 - eStore Selection UI -- allows the user to decide among many vendors

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Arches Use Models

② AOL Print dialog access



- Example shows AOL print dialog mock-up
- Uses QBuy Client to determine printer model, Quick-Buy Server to link to HP Quick-Buy eStore with AOL branding
- Page displays printer supplies specific to user's printer

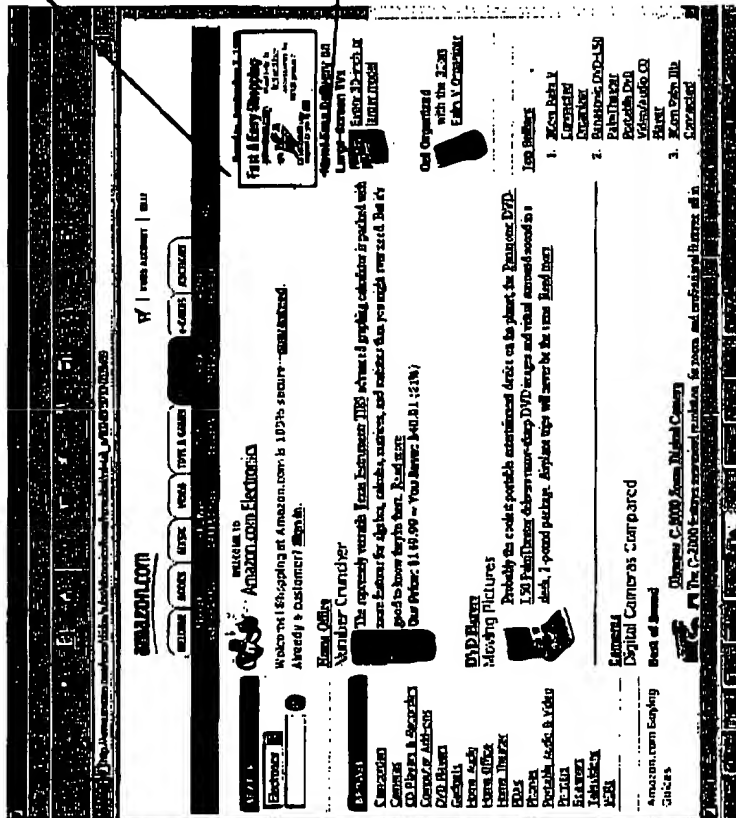
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Arches Use Models

③ Web-based 'Printer Supplies'



HEWLETT
PACKARD



Fast & Easy Shopping
Want help to
find and buy
accessories for
YOUR printer?
amazon.com
QuickBuy
imagined for you by

Example show amazon.com mock-up

- Uses QBuy Client to determine printer model, Quick-Buy Server to link back to amazon.com with printer supplies information

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Arches Use Models

④ Web-based 'Project Papers'



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- Example shows amazon.com mock-up
- Uses Quick-Buy Server to link to amazon.com with media appropriate for projects

12.



HEWLETT
PACKARD

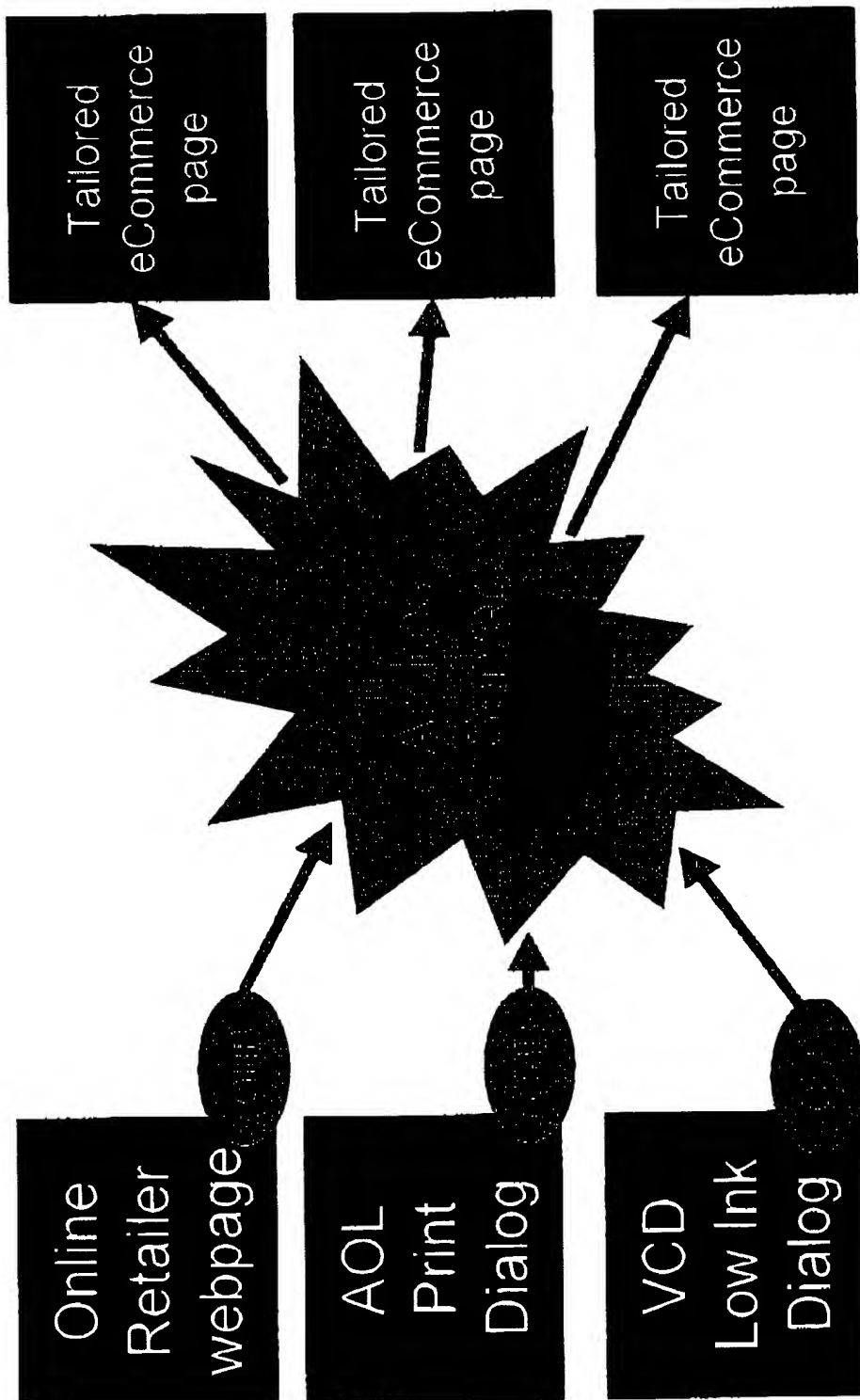
Backup Slides...

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Hewlett-Packard Corporation

HP

Arches Applications



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Arches Patents



- HP PI (Peripheral Interrogator)
 - System component to enable reporting of peripherals in use to eCommerce sites.
- Quick-Buy Architecture
 - Provide eCommerce sites personalized product-specific data relating to the peripherals attached to the current users system, including associated accessories, consumables, and related products. Charge based on affiliate site access.

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